Investing in Cape Breton's Culture

Tourism, Culture and Heritage

News Releases

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The Nova Scotia government is investing $28,000 in Cape Breton performers, crafts and marketing as part of its ongoing support for the province's arts and culture industry.

"This investment helps individuals and groups fund special projects that encourage growth in the arts and culture sector in Nova Scotia," said Rodney MacDonald, Minister of Tourism, Culture and Heritage. "Each year, our department invests more than $5 million in cultural programs."

Cape Breton's Savoy Theatre will invest its $7,500 in phase two of a plan to form a marketing co-operative of live entertainment venues from throughout the province.

Savoy Theatre General Manager Donald Ferguson believes the investment will prove pivotal for the theatre's future plans. "This contribution will help us share our province's talents with all Nova Scotians," Mr. Ferguson said.

The latest round of investments from the department's Industries Growth Program involves $256,465 for 38 organizations across Nova Scotia. Successful applicants for this program require an evaluation of the achievement of their projects.

The Industries Growth Program provides $450,000 a year to support projects that enhance out-of-province sales of Nova Scotia's cultural products. It also supports the improvement of technical and export capabilities and expands market opportunities and revenues.

FOR BROADCAST USE:

The Nova Scotia government is investing 28-thousand dollars in Cape Breton performers, crafts and marketing as part of the province's Industries Growth Program.

The minister of Tourism, Culture and Heritage, Rodney MacDonald, says the investments help ensure growth in Nova Scotia's arts and culture sector.

Savoy Theatre General Manager Donald Ferguson says

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an investment of seven-thousand-five-hundred dollars will help the popular theatre continue with phase two of an important marketing plan.

The latest round of investments will support 38 organizations across Nova Scotia.

Organizations use this support for such activities as marketing, conferences, feasibility studies, business plans, tours, exhibits and stage productions.

The provincial government provides more than five-million dollars in cultural programming for Nova Scotia.

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Contact: Tom Peck
Tourism, Culture & Heritage
902-424-1593
E-mail: peckto@gov.ns.ca

Donald Ferguson
Savoy Theatre
902-842-1599

NOTE: Following is a list of Cape Breton recipients for latest investments through the Industries Growth Program. For a full provincial list contact the Nova Scotia Department of Tourism, Culture and Heritage.

Inverness County Centre for the Arts: $5,500
-- to develop a product/marketing plan, phase two

Phillip Dubinsky Management/Jennifer Roland/Paquin Entertainment: $7,500
-- to expand Jennifer Roland in the U.S. market with a spring tour of New England

Pottery Garden/Subsea Deco Art/Elaine Allen: $2,500
-- to exhibit 20 Nova Scotia crafts people at Canada Blooms 2004

St. Ann's Bay Players: $5,000
-- to perform "The Margaret" at the Whangerie Endless Summer Arts Festival, Waipu, New Zealand

Savoy Theatre: $7,500
-- to form a marketing co-operative of live entertainment venues

from across Nova Scotia, phase two

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